

Growing in Lake Park

*Village of Lake Park
Economic Development
Commission Meeting*

*Meeting Minutes: Thursday, March 21, 2013
Location: Lake Park Community Center
Attendees: John Box, Sandy Coughlin, Doug Lucas, Kendall Spence,
and Sharon Williams
Guest: Margaret Phillips, Mark Phillips*

Call to order & Prayer

Sandy called the meeting to order at 6:45 pm and Doug offered a prayer.

Minutes, Announcements & Finance

The February meeting minutes were emailed to the EDC commissioners for review prior to presentation to Council March 11, 2012. The minutes are approved. Mark Phillips asked that Sandy email the approved minutes to him for the .gov website.

The EDC has a balance of \$4,483.35 after fiscal year-to-date expenses of \$516.65. Sandy expressed EDC thanks to Total Tranquility for the EDC booth banners used for the 2012 Fall Festival.

Sharon announced that The Fashion Crew redeemed the EDC welcome certificate at Total Tranquility. Prism has not yet redeemed the certificate recognizing their expansion. A welcome business certificate will be presented to Greyson Steele Photography.

Council Comment

A. Unified Development Ordinance: Kendall acknowledged that the ordinance passed and is expected to go into effect July 1, 2013.

B. New sidewalk extension: Kendall announced that Indian Trail is planning to install sidewalk on the south side of Unionville Indian Trail Road which will connect the Exxon station on Highway 74 with the Sardis Elementary School, enabling pedestrians safer access to the Lake Park Road and Faith Church intersections for Lake Park.

Old Business

A. Village Development Strategy: 15,000 Direct Mailers

John Box suggested that any 2013 direct mailer await feedback from the businesses who attend the monthly business network meeting in March.

B. Village Development Strategy: mylakepark.com commercial website

Sandy has been in touch with Don in anticipation of adding The Fashion Crew, Prism and Greyson Steele to the site. Li's and Fireside were never on it. Total Tranquility logo should replace the old Image logo. February and March traffic is added.

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	30									

C. Village Development Strategy: Monthly Business Leader Lunch

- 1) There was no meeting in December, January or February. John and Sharon will host the first breakfast 8:30 meeting at the new Total Tranquility Salon on Tuesday, March 26. The 5 commissioners divided the call list so all local businesses will be reminded by phone March 22. Sandy will send email blast March 25. Topics will be events calendar, 2013 speaker events, feedback on John's 2012 direct mail flyers.
- 2) John suggested speaker Ira Bass for an April 23 or May 7 lunch meeting at the Community Center, and Harvey Smith as motivational speaker for a June 25 lunch meeting. Kendall will check the room reservations and John will confirm the speaker dates. The Commission unanimously voted to sponsor Mr. Bass for up to \$500. Mr. Smith would like this to count for his pro bono efforts and John proposed a gas card as an appreciation for Mr. Smith's travel.
- 3) The May 28 breakfast topic will be the direct mail flyers, determine if there is interest and support to repeat in 2013 and an evaluation of lunch vs breakfast times for network meetings.
- 4) Sandy learned that Rob Quillen, author of *Why Wait?* may be \$1700 including

his travel and lodging. Sandy will suggest that if he can come later in the year, Nascar events in Concord may allow him to bring his rate down; Quillen's ties with

Nascar may enable him to combine engagements in NC which he suggested could

reduce his fee for our event. We could project that into the 2014-15 budget.

- 5) Sharon said that Babette Cauble, whose HeartLink businesswomen's network group meets bimonthly at the Community Center, has expressed interest in speaking to the Lake Park business network. Hold thought for later this year.

C. Town Center Leasing Update

- 1) John reported that UTA Greyson Steele is leasing the old Image/Family Hairloom space and upfitting it as a studio and office. They are on Angie's List.

- 2) John added that Bellasera LLC, a Matthews NC catering firm has leased the restaurant

space (once occupied by Domenico's) for prep kitchen and office. They do not expect to sell food as a retail shop, but to handle catering orders and prepare them here for delivery to area events.

- 3) Sharon announced the upgraded Total Tranquility space at 6136 Creft Circle, including

the Regenesys Skin Aesthetician department. The upscale environment is said to be competitive with uptown salons and confirms a continuing evolution of improvement as

a Lake Park salon.

- 4) John reports that calls and inquiries are picking up for Town Center. Doug also confirmed effects of Union County economic environment growing again. John has discussed leads with potential bakery business, outdoor barbecue, home décor, floral shop, etc and will announce as plans develop, but not until firm.

D. Commercial Enhancements: Blade Sign Upgrades

- 1) Doug researched solar LED lighting and landscaping for the Lake Park commercial sign

at the Children's Lighthouse corner and the Creft/Townhomes corner to be \$1792, including 6' arborvitae, kaleidoscope abelias, pixie lorapedliums and loriope. The

EDC

will propose to Council for cost approval and asked Doug for a plan layout sketch for the April 9 Council meeting. Sandy will discuss with Children's Lighthouse as a courtesy. Though the sign is in the Village right of way, it was installed some years before Lighthouse bought their lot and built the learning center and received Lighthouse's consent to remain in place. Doug declined to vote on the

\$1792

Lucas quote, though in favor of enhancing the signs, regardless of whom the

EDC

would purchase material or have install. Sandy to present to Council.

2. Kendall suggested presented a \$1800 quote from Volodko for four Lake Park benches

to be placed on Meeting Street and Creft Circle sidewalks. Not only are these in the

same style as the Volodko benches that Parks & Recreation has been gradually adding to Lake Park village parks, but these are somewhat shorter and would be more

suitable to the broad sidewalk spaces in Lake Park's commercial district. The EDC unanimously approved the recommendation, Sandy will present to Council April 9.

E. 2013 Budget

- 1) Sharon Williams moved that the EDC recommend the same funds for 2013-2014 as were approved for 2012-2013. John Box seconded the motion which passed unanimously. That is a \$5000 budget. Sandy will present at the April budget meeting for Council approval.
- 2) Kendall has been in touch with Eagle Engineering to source scale drawings and architectural renderings of future enhancements to village right of ways adjacent to commercial properties for Lake Park Zoning Board review. Eagle does not do that work but is expected to have some references shortly.

D. Communication & Events Calendar & Kiosk

- 1) Lucas Landscaping and Total Tranquility still are not getting any copies of the February *Villager*. Sandy provided 10 each of the March issue at this meeting.
- 2) The April *Villager* deadline for news is Friday April 12. ALL: Email or phone to Sandy before 4/12/13. The next issue can be on www.lakeparknc.gov by the 22nd and in homes by the 23rd of April.
- 3) Mark Phillips presented his first draft of a Lake Park events calendar and will try to have it complete for the email blast for the March business breakfast.
- 4) The Kiosk directory now includes new address for Total Tranquility, and Greyson Steele.

E. Commissioner Comment:

- 1) John will provide the speaker confirmed dates to Sandy for timely publicity.
- 2) Angela Williams distributed a full color 1-sided ad flyer with a \$25 offer in March.

F. April Agenda

- 1) Reminders: Promote speakers for business leader turnout at lunch
- 2) Dates: **Thursday, April 18, 2013** Thursday, May 23, 2013
 at Community Center at Community Center

G. Adjourned by consensus at 8:30 pm.